

Greene. Only the very northern section of Wayne County is not in Goldsboro's retail trade area. The people in this section in all probability do most of their shopping in Wilson or Smithfield.

Goldsboro and Mount Olive serve the county and portions of the surrounding counties as retail centers for primary and secondary trade. Primary trade includes the department stores and specialty shops, such as clothing and other stores and shops which offer low-bulk merchandise. Secondary trade includes stores and shops which offer high bulk merchandise, such as furniture and automobiles. Goldsboro and Mount Olive both contain the widest variety of businesses related to agriculture, which is the county's single largest business. Both the variety of goods and services they offer and their regional location contribute to their being the largest retail centers in the county. Goldsboro is centrally located and is the "hub" for most of the county's retail sales. Mount Olive is located in the southernmost part of the county and serves as a retail center for that portion of the county and it also serves as a retail center for the northern portions of Duplin and Sampson Counties. In addition to being retail centers, these two cities are also the manufacturing centers of the county. Therefore, as manufacturing increases, so will their population. This will increase their dominance as retail sales centers in the county.

Fremont functions primarily as a retail sales center for secondary and convenience trade for the residents in the northern section of the county. This position as a retail sales center is expected to remain about the same over the next twenty years. Pikeville functions primarily as a convenience center for retail sales, although it does offer a limited amount of secondary retail merchandise. The towns of Seven Springs and Eureka function primarily as convenience centers for the residents of the immediate area. The types of retail outlets vary from the general store to the gas